

IN THE CLAIMS

Please amend the claims as follows:

Claims 1-11 cancelled

Claims 12-20 added

Claim 12 (New): A process for preparing alkylaryl compounds by reacting a C<sub>10-14</sub>-monoolefin mixture with an aromatic hydrocarbon in the presence of an alkylation catalyst to form alkyl aromatic compounds and if appropriate subsequently sulfonating and neutralizing the resulting alkylaryl compounds, wherein, in the C<sub>10-14</sub>-monoolefins, on average, more than 0% and up to 100% of methyl branches are present in the longest carbon chain and fewer than 30% of the methyl branches are in the 2-, 3- and 4-position, calculated starting from the chain ends of the longest carbon chain.

Claim 13 (New): A process according to claim 12, wherein, in the C<sub>10-14</sub>-monoolefins, on average, from 10 to 80% of methyl branches are present in the longest hydrocarbon chain.

Claim 14 (New): A process according to claim 12, wherein the C<sub>10-14</sub>-monoolefins in each case have a maximum of two methyl branches.

Claim 15 (New): A process according to claim 14, wherein the C<sub>10-14</sub>-monoolefins in each case have a maximum of one methyl branch.

Claim 16 (New): A process according to claim 12, wherein the aromatic hydrocarbon is benzene.

Claim 17 (New): A process according to claim 12, wherein the alkylation catalyst is selected from zeolites of the EPI, FER structural types, pentasils having MFI or MEL structure and faujasites.

Claim 18 (New): A process according to claim 12, wherein the alkylation is carried out in the liquid phase at a temperature in the range from 100 to 250°C.

Claim 19 (New): An alkylaryl compound obtainable by a process according to claim 12.

Claim 20 (New): A laundry detergent or cleaning composition comprising, in addition to customary ingredients, alkylarylsulfonates according to claim 19.